

KEITH-O'BRIEN'S CORDIAL WELCOME TO VISITORS!

Beautiful Satin and Taffeta Ribbon, all colors, and 3 to 6 inches wide. Reduced from 50 cents to 25 cents.

This store will close next Wednesday afternoon at 1 O'clock on account of the Fair

NOW COME THE EXCURSIONISTS
A majority visit this store and do considerable shopping.

NICE WORDS FROM THE VISITORS

During the last few days many of them have remarked to our salespeople that they reserve certain purchases until they come to Salt Lake that they may shop at Keith-O'Brien's. They find here those very things which they are unable to obtain in their home towns, and at prices very reasonable.

A FEW WORDS TO VISITORS.

We extend you cordial invitation to visit the store. An interesting hour can be whiled away inspecting goods, viewing the appointments and mingling with the crowds.

HOME FOLKS SAY NICE THINGS, TOO.

It is not unusual for a satisfied customer to tell the management that she is well pleased with the store. It stimulates us to greater endeavor.

NOT INFREQUENTLY COMES A HELPFUL LETTER

Occasionally a well-satisfied out-of-town customer writes that she is pleased with the way in which her orders have been filled.

FIRST—The store is conducted upon the principle of fashion leadership.

SECOND—Quality—so that the purchase will give full satisfaction.

THIRD—Prices as reasonable as is consistent with good business.

FOURTH—No misrepresentations as to merchandising or advertised articles.

FIFTH—Courteous, painstaking attention.

SIXTH—Willingness to right every transaction which is not entirely satisfactory.

LITTLE NOTIONS AT A BARGAIN

75c shears	25c	5c hooks and eyes	1c
50c shears	25c	5c Belt Pins	1c
25c scissors	10c	15c and 20c pearl buttons	10c
Shoe laces, per bunch	5c	25c shell hair pins	15c
Collar pins, 2 on card and fine gold filled	25c	25c Dress Shields	10c
Spool silk, 100 yards	5c	15c Dress Braids	10c
5c hair pin cabinets	1c	15c and 20 supporters, child's	10c
10c cube pins	5c	25c Supporters, ladies'	10c
5c card hat pins, 2 for	5c	50c Supporters, ladies'	25c
		75c Supporters, ladies'	50c

Carpets, Rugs, Brass and Iron Beds—new stock and patterns—Greatly Reduced for One Week
Visitors will be agreeably surprised to find extensive stocks, broad assortments and under-prices on the Floor Below. In smaller cities such varied selections, such low prices are not possible. The sale is open to Salt Lake purchasers.

AMONG THE CARPETS

Axminster Carpets—worth from \$2.00 to \$2.25 for \$1.50; \$1.75 for \$1.35.

Velvet Carpet—Worth \$1.65, for \$1.25; \$1.35 for \$1.00.

Tapestry Carpet—Worth \$1.10 for 90c; 95c for 75c.

All carpets made and laid at these prices.

HANDSOME NEW RUGS

Best Wilton Rugs, 9x12 including the Bundhar, Savans, Hartford and Bagdad, from \$45.00

Axminster Rugs—9x12, \$32.50 for \$25.00.

Velvet Rugs—9x12, \$32.50 for \$25.00.

Tapestry Rugs—9x11—\$18.00 for \$14.50.

FINE BRASS BEDS

All 2-inch pillars—new designs—Bright and Satin Finish—K. O. B. guarantee with every Bed.

\$50.00 for	\$37.50	\$75.00 for	\$60.00
\$60.00 for	\$47.50	\$80.00 for	\$64.00
\$65.00 for	\$52.00	\$85.00 for	\$68.00

PRETTY IRON BEDS

PRETTY IRON BEDS—These Beds are fitted and set up before leaving the factory, and are guaranteed to stand straight and rigid.

\$32.50 for	\$25.00	\$12.50 for	\$ 9.50
\$25.00 for	\$19.00	\$10.00 for	\$ 7.00
\$20.00 for	\$15.00	\$ 7.50 for	\$ 5.75
\$15.00 for	\$11.50	\$ 6.50 for	\$ 5.00



EXTRAORDINARY REDUCTIONS WOMEN'S WEARING APPAREL

We were guided and governed by the very highest standards in selecting this season's stock. Graceful designs, style, fit, workmanship, mark the character of each suit and garment offered in this sale.

Lines and curves suggest exclusiveness. The apparel is all high class. Besides the various lines set aside and reduced to a tempting point, many other features are included at special prices. The most reasonable prices prevail in every instance.

Cloth suits in all wool cheviot; handsome mixtures; also serge in all the popular styles. Three button cutaway "Pluffy Ruffles;" also box styles and 27-inch tight fitting coat; full pleated skirts. Very natty suits. Special at \$25.00.

Panama skirts in black, blue and brown; also mixtures; full plaited styles. All sizes—\$3.95. Values up to \$7.50.

Black, blue and brown panama and serge skirts, full plaited styles. A \$12.50 Skirt for \$8.75.

Black kersey coat 50 inches long—lined to the waist; full loose back; all sizes—Specially priced at \$9.75. Regular \$15.00 value.

Cravenette Coats—full length, belted at the waist, \$15.00 and \$18.00 values for \$9.75; colors, tan, olive and Oxford.

Top Coats in light and dark mixtures, handsomely tailored; full 48 inches long; collars and cuffs; trimmed. \$15.00, \$18.00 and \$22.50 coats for \$10.75.

Two Style Coats in Pony Skin and Caracal—27 inches long; half fitting styles; also Etons—for \$47.50.

Blended River Mink set—ties and muff; full size muff; handsomely striped set for \$12.75. Regular \$20.00 values.

Cloth Suits in long and short Coats—Prince Chap and three-fourth lengths, loose styles; also blouse and tight fitting Coat Styles—About 75 suits—only one of a kind—Sizes from 34 to 42. Special at \$11.75—values run from \$22.50 to \$30.00.

Most Correct Styles in Millinery

Special line of nobby street hats—blacks, browns, navies and greens—\$4.50 and \$5.00.

An elegant line of street and dress hats at \$6.00 and \$7.50.

We show the largest and best assortments of dress hats in all the new and popular shades at \$8.00, \$9.00 and \$10.00.

Imitation Cluny and Torchon, including Val Lace

Imitation Cluny Lace used as trimming and for fancy work—both insertions and edges from 2 to 14 inches in width. Worth to 25c a yard. Special 10c a yard.

A new line of imitation torchon laces ranging from half to 3 inches in width. Special 5c a yard.

We have just received two lots of Val Laces in new and pretty patterns. One lot is made a special at 25c per dozen and the finer lot at 65c per dozen. Both are exceptional values.

BOYS' AND GIRL'S APPAREL

You may be certain that in every detail the garments follow new ideas and innovations. The fabrics are high grade, and the garments finely tailored.

Girls' Buster Brown and Sailor Suits, 6 to 10 years, at special prices.

Little Children's Bear Skin Coats, 2 to 6 years—\$4.50 to \$8.50.

Cloth Coats for little children, in blue, brown, and red, at special prices.

Girls' Coats in blue, browns, red and mixtures; velvet and braid trimmed, \$6.00 and upward.

New showing of sweaters and stocking caps at reasonable prices.

Boys' handsome fall and winter suits from New York stock are reduced for one week from \$4.95 to \$3.95. These suits have just been unpacked.

Choice Candies put up in Baskets Satchels 35c

Filled with whipped cream chocolates, Marshmallow Chocolates, toasted Marshmallows, and after dinner Mints.

Fine candy packed especially for Conference visitors at 25c a pound.

SPECIAL PRICES IN SHOES

\$1.95 BARGAIN Table of Women's Oxfords and strap slippers—worth \$3.50 to \$4.00.

\$1.00—Infants' and children's strap slippers and shoes on bargain table.

New Fall Boots are arriving

TEDDY BEARS

New shipment is being shown. All sizes and regular bear colors. There is such an exceptional demand for these imported bears that it will be nearly impossible to buy any at Christmas time. Prices 98c and upward.

LOVELY FALL WAISTS

Interest centers in the fall waist. The styles are snappy and the patterns beautiful. Our complete stock is now shown. As a feature a number of attractive, good selling lines show reductions to tempt visitors and home purchasers.

PLAID WAISTS.

A fine assortment of Dark Plaid Waists, in cotton, mohairs, and wool; made in Tailored and shirt styles. Special price \$1.95.

TAILOR MADE WAIST.

Nun's Veiling in Red, Navy, Black, Brown and White—Half-inch tucks in front and back; tucked cuffs and stocks. Special price \$2.75.

BLACK CHIFFON TAFFETA.

TAILOR-MADE WAIST of Black Chiffon Taffeta—all over hand embroidery front; latest novelty showing fine tucking between embroidery; long sleeves and button back. Regular \$6.00 waist for \$3.95.

LACE AND NET WAISTS.

Parisian novelty; trimmed with fine Val lace; fancy yoke trimmed with elegant lace Medallions front and back; dainty elbow sleeves; lace collar and cuffs to match; Jap silk lining. Special \$6.50 waist for \$4.45.

10 per cent Discount for one week on Small House-Furnishing Articles—Floor below.